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~~Nova Scotia~~
~~Index to The Royal Gazette~~
~~1971 - 1976~~
~~VO. 180 VOL. 185~~



Canada

COMMITTEE TO MONITOR SEXIST
STEREOTYPING IN THE ELECTRONIC
MEDIA

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- N 26

COMITÉ DE SURVEILLANCE
DES STÉRÉOTYPES SEXISTES DANS
LES MÉDIA ÉLECTRONIQUES

Government
Publications

Report of meeting
Ms. Stella Baudot
Chairperson

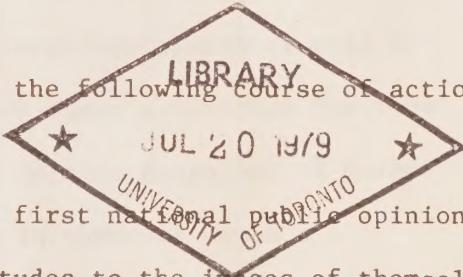
Stella Baudot
Présidente

SECOND MEETING OF THE COMMITTEE TO MONITOR SEXIST STEREOTYPING
IN THE ELECTRONIC MEDIA

CALGARY, June 19, 1979 -- The Committee to Monitor Sexist Stereotyping in the Electronic Media held its second meeting in Calgary, with Stella Baudot presiding. The Committee's task is to monitor the electronic media - for sexist content - particularly in advertising and to publish its findings so as to bring the problems to the public's attention and encourage it, in turn, to exert pressure on broadcasters and advertisers.

At the meeting it was decided that the following course of action would be taken:

- That the Committee would conduct the first national public opinion survey of women to determine their attitudes to the images of themselves portrayed in the electronic media. The survey will be conducted by an independent research company to be announced at a later date. It was the feeling of the Committee that, while many surveys had been done to establish the fact that sexist stereotyping does exist in the electronic media, to date no survey had been conducted to clearly establish the attitudes towards this sexist stereotyping held by Canadian women. The survey committee will be co-chaired



Mailing Address:
Denise Belisle
Secretary to the Committee
300 Slater street, Room 1900
Ottawa K1A 0C8

Correspondance: . . 2
Denise Belisle
Secrétaire du Comité
300, rue Slater, Pièce 1900
Ottawa K1A 0C8



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by Jane Hughes, Editor, Homemaker's Magazine, and Chantal Leduc, Montreal, Co-ordinator of the Advertising and Sexism Study Committee for the YWCA in Montreal.

- That as the Committee meets across Canada, it will conduct, starting in Toronto in October, two different workshops in each of the cities it visits. The Monitoring Workshop Committee will meet with women's groups to make them aware of monitoring techniques, and advise them of effective methods of action in dealing with the problems of sexist stereotyping. This workshop committee will be co-chaired by Gail Newall, a social worker from Markham, Ontario, and Françoise Gagnon, Secretary-Treasurer and Administrator of Sajolin Ltd. from Joliette, Quebec. The Public Action Workshop to which the Committee will invite members of the advertising community, manufacturers, educators, religious leaders and members of government, is designed to sensitize these groups to the problems inherent in sexist stereotyping. This workshop committee will be co-chaired by Mary-Jane Palmer, Director, Women's Creative Services for Vickers and Benson in Toronto, and Yolande Bonenfant of Quebec City. Ms. Bonenfant has been involved in numerous women's activities at the national level.

Other members of the Committee will assist those heading the action program in each of their regions.

The Committee will meet next in Charlottetown, P.E.I., August 25 and 26, to finalize the content of the survey, and establish the format of the workshops.

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Information: Ms. Stella Baudot, Chairperson
(514) 277-0715

Ms. Denise Belisle,
Secretary to the Committee
(613) 995-0424

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